

ESTTA Tracking number: **ESTTA687042**

Filing date: **07/31/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	85702202
Applicant	Consumer Electronics Association
Applied for Mark	BRAND MATTERS
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Submission	Applicants Request for Remand and Amendment
Attachments	BRAND MATTERS REMAND.pdf(69097 bytes )
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Signature	/Christopher Kelly/
Date	07/31/2015

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of	:	
	:	
Consumer Electronics Association	:	
	:	Attention:
Mark: <b>BRAND</b>	:	
<b>MATTERS</b>	:	Trademark Trial and Appeal Board
	:	
Serial No.:   85/702,202	:	
	:	
Filing Date:   August 13, 2012	:	

**REQUEST TO REMAND APPLICATION TO EXAMINER FOR RECONSIDERATION  
OF REFUSAL FOLLOWING NOTICE OF EX PARTE APPEAL**

Applicant respectfully requests that the Trademark Trial and Appeal Board remand the captioned application to the assigned examiner for reconsideration of the examiner's finding that Applicant's mark is confusingly similar to the mark contained in Reg. No. 2,952,785 – BRANDMATTERS under Section 2(d) of the Trademark Act.

For the reasons set forth in Applicant's previous communications to the examiner, Applicant believes that there is no likelihood of confusion in this case. Nevertheless, in order to satisfy the examiner's concerns, Applicant requests that the Board return the captioned application to the assigned examiner and that the examiner amend the application by deleting International Class 41 in its entirety from the application and approving the application for the services covered in International Class 35. The requested amendment will remove the following services from the application:

**educational services, namely, providing instruction in the field of consumer electronics products of particular interest to members of the marketing and advertising community.**

Applicant believes that the amendment will place the application in condition for allowance and obviate the need for Applicant's appeal to move forward. This communication is being filed in lieu of Applicant's appeal brief. If this request for remand is not granted by the Board or the examiner maintains the refusal of registration, Applicant requests additional time to submit its appeal brief.

Respectfully submitted,

CONSUMER ELECTRONICS ASSOCIATION

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Dated: July 31, 2015